

~~7-58-26/5-13/9~~



AGRICULTURAL MARKETING

SEPTEMBER 1968 · VOL. 13, NO. 9

UNIVERSITY OF NEBR.
LIBRARY

SEP 10 1968

DONATED FOODS GET NEW PACKAGES

AGRICULTURE

EGG MIX

Donated by the
U. S. Department of Agriculture
For Food Help Programs of the
Consumer and Marketing Service
NOT TO BE SOLD OR EXCHANGED
Net Weight - 12 ounces
Ingredients: whole eggs, nonfat milk, corn
oil and salt. (Sprinkles as insert) - with color
added. - to go after ingredients!

RECEIVED

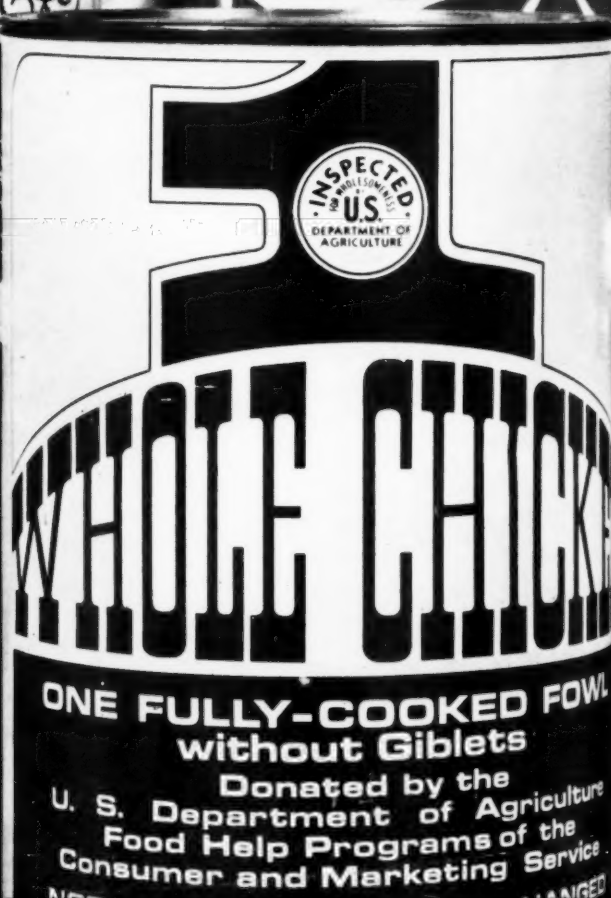
SEP 11 1968

COLLEGE OF AGRICULTURE
LIBRARY

GREEN BEANS

WHOLE
Donated by the
U. S. Department of Agriculture
For Food Help Programs of the
Consumer and Marketing Service
NOT TO BE SOLD OR EXCHANGED
Net Weight _____
Contract No. _____

MARGARINE



IN THIS ISSUE:

Child Feeding Expands	2
Volume Feeder and Good Meats	3
Poultry, Eggs and Computer ...	4
How To Buy Jellies	5
Acreage-Marketing Guides	6
Yield Grades for Lamb	7
USDA Foods/Good Quality ...	8
USDA Foods/Nutritional Value ..	9
Inspection for Protection	9
Emergency Food Management	10
Food for New Mexico's Needy	11
State Marketing Activities	11
C&MS Briefs	12
Standardization Specialist	14
U.S. Poultry in Japan	15
How To Buy Poultry	15
Inspected Poultry Supply	16

LEGISLATION PASSED by Congress last spring adds a new dimension to the efforts to improve nutrition among children.

This legislation—Public Law 90-302—amends the National School Lunch Act and authorizes assistance to year-round service institutions such as day-care centers and settlement houses to enable them to operate an adequate food service for attending children. The program implementing this legislation is intended for children from poor economic areas and areas in which there are high concentrations of working mothers. It is also intended for institutions providing day-care services for handicapped children.

Day-care centers for the most part enroll preschool age children and those from low-income families. This group is particularly vulnerable to dietary deficiencies that may have permanent effects on a child's health and learning capacity. The U.S. Department of Agriculture's Consumer and Marketing Service administers this program through its School Lunch Division.

The program is aimed at providing food service to school children who have none available during school vacation period and to preschool children on a continuing

Child Feeding Legislation Expands

basis. It does not include residential institutions such as orphanages or summer camps other than day camps. This type of institution already has on-going food service with three meals a day.

P.L. 90-302 authorizes the appropriation of \$32 million for each of the fiscal years 1969 through 1971 to carry out the program. It also extends the School Breakfast Program for three years, July 1, 1968, through June 30, 1971.

Public and non-profit private child-care institutions, operating non-profit food services, are eligible for participation in the program. Federal assistance is determined on the service of meals that meet established nutritional standards—meals that make a positive contribution to a child's health.

The program provides a level of assistance that covers a major share of actual food costs. Assistance is in the form of a specific rate of cash per meal plus donated foods acquired under price support and

surplus removal operations. Government-owned food is allocated in accordance with the needs as determined by institution authorities for use in their feeding programs.

For cases of severe need, authority is provided to pay up to 80 percent of the operating costs of the food service. States are also authorized to use as much as 25 percent of the funds made available to them to finance up to 75 percent of the cost of acquiring basic food service equipment to initiate or expand food service in eligible institutions.

This is not an all-free food service program. Children who are able to pay are expected to do so. However, needy children will be provided meals free or at a substantially reduced price.

Administration of this program will be in the hands of those who best know how to organize and administer food service for children—the school lunch personnel of the State educational agencies.

Like institutions participating in the National School Lunch and Child Nutrition Act Programs, those in the Special Food Service Programs for children must make the program benefits available to all children regardless of race, color, or national origin. □

COVER STORY

New labels for donated food packages reflect the good eating quality and high nutritional value of the food within. See pages 8 & 9.



ORVILLE L. FREEMAN
Secretary of Agriculture

RODNEY E. LEONARD, Administrator
Consumer and Marketing Service

Editor, James A. Horton
Assistant Editor, Devra L. Massey
Writer-Editor, Bonnie B. White

AGRICULTURAL MARKETING is published monthly by the Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. The printing of this publication was approved by the Bureau of the Budget July 7, 1966. Yearly subscription is \$1.50 domestic, \$2.25 foreign. Single copies 15 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Reprint Material

All articles may be reprinted without special permission. Prints of photos may be obtained from Photo Library, U.S. Department of Agriculture, Washington, D.C. 20250. Please order photos by the following negative numbers: Cover page, ST-3958-5-a.m.; Page 4, ST-3937-11-a.m.; Page 7, BN-32449-a.m., BN-32450-a.m.; Page 9, DN-3050-a.m.; Page 11, BN-32732-a.m.; Page 14, N-60026-a.m.; Page 15, BN-32222-a.m.

Reference to commercial products and services does not imply endorsement or discrimination by the Department of Agriculture.

The Volume Feeder's Stake In Good Meats

By Dr. E. A. Murphy, Acting Director
Processed Food Inspection Division, C&MS, USDA

"OUR MEAT AND poultry products are federally inspected."

A major national restaurant chain now carries this statement in its menu to reassure its customers that these important foods have passed strict government standards for cleanliness and wholesomeness.

For America's discriminating, safety-conscious consumers who now are eating one out of every four meals in places away from home—it's invited reassurance. Evidence is the Wholesome Meat Act, which consumers won in 1967 to protect their health and well-being.

This consumer-protection measure strengthens and broadens a 1906 meat inspection law. It closes the loopholes through which enough meat to serve 50 million meals had been moving in a yearly period without adequate inspection.

The Act's major feature provides for Federal-State cooperative agreements which enable strict inspection standards to be extended to red meats sold within State lines. It also modernizes the existing Federal meat inspection program, operated by the U.S. Department of Agriculture for meat moving across State lines.

It has other features, too, which are of interest to volume food buyers. A chief one extends inspection to plants which simply cut up or otherwise process meat carcasses to fill wholesale orders. These plants, known as boners and cutters, are the ones from which most institutional food buyers buy their meat supplies.

Boners and cutters that handle meats from federally inspected slaughtering plants, and that ship in commerce themselves, must be under Federal inspection, to assure that their operations are performed in a sanitary manner and that the meat products they prepare remain whole-

some and free from adulteration or misrepresentation.

Those boning and cutting plants that aren't under Federal inspection come under State inspection as a result of the Wholesome Meat Act. When the States develop USDA-approved inspection programs—and each State must do so no later than December 1970 or have Federal inspection applied—the total U.S. supply of red meat will be thoroughly inspected under either Federal or equal State inspection.

Actual inspection procedures for poultry—under the Poultry Products Inspection Act—are equally as thorough as those for such red meats as beef, pork, and lamb.

Just how thorough is inspection? USDA's Consumer and Marketing Service has some 7,000 meat and poultry inspectors—many of them veterinarians—at work in federally inspected slaughtering, packing, and processing plants across the country.

The inspectors are intensively trained in public health principles. They can recognize at once any livestock or poultry that appears sick or otherwise unfit for food—and they see that these are disposed of immediately.

After they screen the live animals, inspectors allow only the healthy ones to move on to the slaughtering area. Tight inspection controls continue throughout processing. Following slaughter, each carcass is examined to see if it has any disease condition that wasn't apparent in

the live animal. And any meat found to be unfit is kept out of food channels.

Plant buildings and equipment must meet requirements that insure a high standard of sanitation. And the plant and equipment have to be thoroughly cleaned. The inspectors see that it is.

Ingredients going into processed items—such as meat and poultry pot pies, frozen dinners, canned products like soup and hash, and frankfurters and sausages—get a careful checking. And all the steps in making these products are under the surveillance of inspectors.

Packaging, too, is examined to make sure it will prevent contamination. And the weight of the product is verified.

Inspectors in the plants are backed up by a staff of chemists, home economists, and specialists in diseases and in plant construction. They analyze samples of meat and poultry products in laboratories, to make sure the products are wholesome and properly labeled.

Final result of an inspector's work is the round inspection mark printed on the container of meat or poultry product. On the larger cuts of red meats, it's found directly on the fat covering, stamped with a harmless purple dye.

This mark gives the volume food buyer—and, in turn, his customers—the assurance that the product has been government-inspected and found to be clean, wholesome, unadulterated food.

But, the volume feeder and his employees must take precautions for assuring that the product *remains* sound and wholesome—through proper handling, refrigeration, and sanitation practices within his own establishment. □

Inspection, plus proper handling by the volume feeder, assures wholesomeness.



Poultry and Eggs Meet the Computer

Computers now assist C&MS in buying poultry products for distribution to needy families, institutions, and school lunch programs.

COMPUTERS PLAY an increasingly important role in each of our lives. They prepare payroll checks and department store bills, store medical records for instant emergency retrieval, control space flights, even help the States keep poor drivers off the roads—and now they are used to assist in buying chickens, turkeys, and eggs.

These poultry products are among the foods the U.S. Department of Agriculture buys for distribution to needy families, institutions, and school lunch programs.

The purchase of these foods totaled more than 300 million pounds

in the year ending June 30, 1968. USDA's Consumer and Marketing Service uses computers to help perform this vast and complex job.

To improve its capacity to buy poultry products, the C&MS Poultry Division now has an "on-line" connection between its Rosslyn, Va., office and a computer in New York City. Through a teletype terminal in their office, Poultry Division specialists in Virginia can "talk" directly to the New York computer over telephone lines.

This means they can get a quick answer to such questions as "What combination of offers from prospective sellers of chickens or turkeys will provide the least-cost purchase for the Government."

Poultry Division specialists use mathematical formulas similar to those used to compute least-cost feed formulas—a concept with which both poultry and livestock industries are familiar.

Computer programs such as this not only insure the lowest total cost for a nationwide purchase, they also speed up the necessary statistical analyses that these purchases require. And use of the computer has helped keep a lid on the manpower needed to handle the ever-growing purchase programs.

The shared-time computer is used also to analyze market supply and price data. Such data are fed into it by the Poultry Division's Program Analysis staff to help them forecast future market conditions, such as the future supply of poultry; what poultry prices will be in the future; and the expected future demand for turkeys, chickens, and eggs. These analyses are necessary to anticipate

the possible need for purchase programs and the availability of supplies of poultry products for use in food distribution programs.

Statisticians call these studies "correlations." The computer uses programs stored in its "memory" to relate the input data from the Rosslyn terminal and project trends on the comparison.

Poultry grading personnel also expect to use shared-time computer programs to analyze the cost of grading by plant size and volume graded in relation to manpower expended. The raw data for such studies are available, but the time lapse and the manpower required to make such analyses manually make the studies impractical. By computer, complete plant operations can be analyzed and the previous analysis updated rapidly.

When the shared-time terminal was first installed, the Program Analysis Group was given an identification symbol reserved for their use only. A private "library" in the computer's memory is available to store their own data and programs. In addition to this private library, there is a so-called common library of programs of general interest to all users of the equipment ranging from engineering and statistical programs to management science.

The terminal system in the Rosslyn office is a regular teletypewriter. The keyboard resembles that of a typewriter and is used in the same manner. Communication with the computer in New York City is maintained by means of special telephone equipment called data sets which provide for both voice and data transmission. □



Program assistant sends a problem from the Poultry Division's Rosslyn, Va., office to New York computer.

REMEMBER THE peanut butter and jelly sandwiches you used to take in your lunchbox to school? Now you probably enjoy jam on toast, muffins with marmalade, and jelly omelets.

A liking for jellies and jams seems to span a lifetime. In a single year, approximately one billion jars of jellies, jams or preserves, and marmalades are produced in this country, according to the most recent figures available. That's about five jars for each one of us Americans.

When a specialty product is this popular, there is likely to be lots of competition. You will find on your store shelf jellies, jams, preserves, and marmalades in all sorts of fruit flavors and at all prices. And if you are a calorie counter you can find jelly, jams, and preserves made with non-nutritive, low calorie sweeteners.

To avoid confusion, remember that all of these products are made from two basic ingredients—fruit or fruit juice, and sweeteners. In addition, pectin generally is added to aid in gel formation, and edible food acids are added for flavor balance when natural acids are low.

The differences in the various types is largely a choice of fruit ingredient and accepted usage, dating back to when grandmother made these delicious specialties in her kitchen. The manner in which the fruit is prepared and the texture or gel strength of the finished product account for these different kinds of fruit spreads:

Jelly—is made from filtered fruit juice, has a firm gel that holds its shape when turned out of the jar, and is sparkling clear.

Jams or preserves—are made from crushed or pureed fruit, but gel texture is not as firm as in jellies and it is not clear. Many jams or preserves consist of whole or large pieces of fruit dispersed in a gel that is thick but not stiff. By definition, both jams and preserves can be made from either whole, large pieces, or pureed fruit.

Marmalade—is a tender jelly with small pieces of fruit, generally sliced citrus peel, evenly dispersed throughout the gel.

Quality in such a specialty product depends on many complex factors. Processed fruit experts in the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service developed grade standards in cooperation with the preserving industry. The standards—available for fruit jelly, fruit jams or preserves, and orange marmalade—provide for two levels of quality above Substandard: U.S. Grade A (or U.S. Fancy) and U.S. Grade B (or U.S. Choice). These standards are based on such factors as consistency, color, flavor, and degree of freedom from

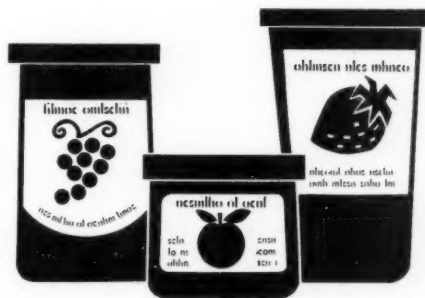
this in addition to certifying quality.

When you see the continuous inspection shield, or more often, the red, white and blue U.S. Grade A or Fancy shield on a jar of jellies, jams, preserves, or marmalade, you can be sure it was packed under the very thorough continuous inspection of the U.S. Department of Agriculture.

C&MS inspectors check for many technical and physical measurements required by laws that state what jellies, jams, or preserves *should* be and what consumers generally expect them to be.

Jellies, jams, or preserves of any

How to Buy JELLIES and PRESERVES



Quality depends on complex factors but the U.S. grades help you choose the right quality for the use you have in mind.

defects. Trained inspectors with years of experience and training check jams, jellies, preserves, and marmalades on a numerical scale of these factors.

The top quality, U.S. Grade A or Fancy, is best used for desserts such as cheesecake or ice cream topping, where highest quality and appearance are important. U.S. Grade B or Choice quality is good on sandwiches or in jelly rolls or omelets.

Some preserving plants use the services of the Fruit and Vegetable Division inspector whenever the plant is in operation. Under this continuous inspection program, the inspector will check the product at all stages of production, and help the plant manager control quality. The inspector makes sure the equipment is clean, the materials to make the product are wholesome, and the containers are properly filled—all

quality must comply with the Food and Drug Administration rules for composition and ingredients. Among other things, they must be manufactured with no less than 45 parts of fruit or fruit juice to 55 parts of all sweeteners. This ratio was based on trade practices and evidence brought forth at public hearings to establish the Food and Drug standards of identity that define these products. This proportion appears in cookbooks, both current and over 200 years old. If these fruit spreads are sold in interstate commerce and do not meet the composition requirements, they must be labeled "Imitation."

Next time your sweet tooth acts up, and you set out to buy some jellies, jams, preserves, or marmalades, remember to look for the USDA grade shield—and buy with confidence. □

ACREAGE MARKETING GUIDES AID VEGETABLE GROWERS

Before each planting season, C&MS economists develop these guides which recommend the amount of acreage that should be planted to balance supplies with demand.

By James V. Fahey

THE AVERAGE American eats about 25 pounds of sweet corn, 8 pounds of snap beans, 12 pounds of onions, 110 pounds of potatoes, 7 pounds of celery, 13 pounds of peas, and 22 pounds of melons each year. There are 200 million Americans.

Problem: Vegetables for fresh market and for processing are grown by many farmers in many States, and the yield per acre of each vegetable varies from State to State. How many acres should a Florida grower plant to sweet corn for fresh market this winter? How much acreage next spring should a grower in Wisconsin put into peas for canning? How many acres of onions should a New Jersey grower plant for early summer marketing?

That's pretty sketchy description of the statistics and the problem. But if you're a vegetable grower, these are the basic facts—demand and supply—that you should consider before you decide how much to plant each year, because demand and supply determine the price and income you get for your crop.

Improvements in yields; changes in consumption patterns, such as the increasing use of processed vegetables; the amounts of vegetables imported and exported; population growth; changes in farming patterns; last year's supplies and prices—all have an effect on how much the individual vegetable grower should plant each year to produce a supply he can market successfully.

All these factors are studied throughout the year by economists in the U.S. Department of Agriculture's Consumer and Marketing Service. And before each planting season, they develop acreage-marketing guides to help vegetable growers plan production to meet marketing needs. The guides recommend the

amount of acreage that should be planted to balance supplies with demand.

This balance is important to each vegetable grower, and it can be achieved if each grower plans his production to fit into the overall supply.

Let's look at some actual figures to see what happens when growers plant more than the market can take. In 1966, growers of early summer onions planted 13,850 acres, producing 3 million hundredweight, at an average shipping point value of \$5.49 per hundredweight. In 1967, 15,800 acres of early summer onions were planted, 3.3 million hundredweight was produced, and prices declined to \$3.79 per hundredweight—31 percent lower than the 1966 price. The C&MS acreage-marketing guide, taking into account consumption, yield, and the many other factors affecting the market, had recommended a 5 percent reduction in plantings in 1967 compared to 1966.

It's natural for the individual grower to decide to plant more acreage after a good price year, but the same thought probably occurred to most other onion growers, bringing about the gain in supply and resultant drop in prices.

The C&MS acreage-marketing guides can help the individual grower tell what the overall market for his crop will be like and what his share in that market should be. C&MS' Fruit and Vegetable Division specialists develop the acreage recommendations by first estimating the national and seasonal production needed for food—including allowances for shrinkage, waste, and loss. The figures are determined from study of marketing trends for each vegetable for the past several years, the population increase, es-

timates of use from crop reports, censuses of agriculture, market news reports of shipments and unloads, and prices received, including those at shipping points and terminal markets. The C&MS economists meet with other USDA economists and statistical and foreign trade specialists to exchange information affecting the marketing situation. Finally, a production target for each vegetable is agreed upon.

C&MS prepares the acreage-marketing guides for vegetables as an aid to growers. Use of the guides is voluntary, but if you've ever been caught in a surplus supply market, you'll probably appreciate some help in planning how much to plant. The guides tell you whether you should plant the same this year as last year or increase or decrease your acreage, and give background information for the recommendations.

Six acreage-marketing guides are published each year:

Vegetables for Commercial Processing . . . February
Summer and Fall Vegetables, Melons, Sweetpotatoes . . . March
Summer and Fall Potatoes . . . March
Winter Vegetables and Potatoes . . . August
Spring Potatoes . . . November
Spring Vegetables and Melons . . . November

The publications are available from County Agricultural Extension Service offices, or from the Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C.

The author is Head, Program Analysis Section, Vegetable Branch, Fruit and Vegetable Division, C&MS, USDA.

C&MS PROPOSES YIELD GRADES FOR LAMB

As a supplement for present quality grade standards, yield grades will offer a more precise evaluation of lamb carcasses and slaughter lambs.

By Donald D. Johnston

A NEW AND MORE precise measure of value in lamb carcasses and slaughter lambs—yield grades—is being proposed by the U.S. Department of Agriculture's Consumer and Marketing Service. If adopted, these yield grades will supplement the present grade standards which primarily reflect differences in eating quality.

During the last several years, extensive research has been conducted by USDA, several land grant colleges, and industry on lamb carcass cutability—carcass yields of retail cuts. These studies have shown that there is a wide variation in cutability—carcass yields of retail cuts. These studies have shown that there is a wide variation in cutability and value among lamb carcasses of the same quality grade. For instance, in a study made early this year there was a difference of about \$13 per hundredweight in total retail sales value between high and low yielding Choice carcasses.

In 1964 and again this year, the National Wool Growers Association requested that USDA develop standards to more accurately measure value differences in lamb carcasses and to provide market identification to reflect these differences.

Similar to the official grades for pork carcasses and the yield grades for beef, the proposed five yield grades for lamb identify differences in the expected yield of trimmed retail cuts. Yield Grade 1 would represent the highest yield of retail cuts; Yield Grade 5 would designate the lowest yield. The yield grades would apply to each of the present USDA quality grades—Prime, Choice, Good, Utility, and Cull—and to each class—lamb, yearling mutton, and mutton.

Also like the beef carcass yield grades, the suggested lamb yield grades could be used together with the quality grades, or they could be

used separately. As with other meat grading, yield grading of lamb carcasses would be a voluntary service performed by C&MS and paid for by the processor or packer.

The USDA studies used in developing the proposed yield grades showed that differences in cutability result primarily from differences in fatness on the outside of the carcass and in fat deposited on the inside of the carcass, mainly around the kidneys and in the pelvic area. Lamb

The author is a marketing specialist, Livestock Division, C&MS, USDA.

carcasses having the greatest amount of these fats were lowest in cutability. It was also found that variations in leg conformation affected the yield of cuts. With lambs of the same degree of fatness, those that had higher leg conformation grades had higher yields of retail cuts.

On the basis of these findings, a yield grade equation was developed which considers:

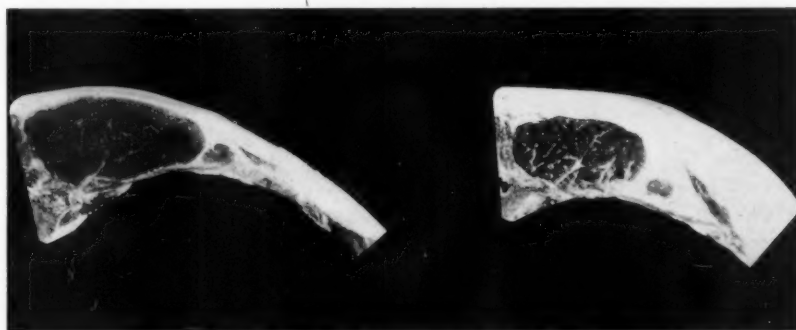
1. The amount of external fat evaluated in terms of its thickness measured over the center of the ribeye muscle between the 12th and 13th ribs,
2. the amount of kidney and pelvic fat, and

3. the conformation of the legs.

Carcasses in Yield Grade 1 would be thickly muscled, as indicated by their thick, plump legs. They would also have only a thin covering of external fat and only slight amounts of kidney and pelvic fat. By contrast, Yield Grade 5 carcasses would have a much thicker covering of external fat and a larger amount of internal fat. They would also be thinly muscled and have a low ratio of lean to fat.

To be of maximum benefit to the sheep industry, the standards for grades of lamb carcasses should be closely correlated with the standards for grades of slaughter lambs. Thus, corresponding yield grades for slaughter lambs also are being proposed. These grades for the live animal will reflect the expected cutability or yield of retail cuts that are ultimately produced from its carcass. Experience in evaluating slaughter lambs for differences in yield grade indicates that this can be done with a sufficient degree of accuracy to justify the use of yield grades in marketing.

Yield grades when used in combination with quality grades would provide a precise market identification for slaughter lambs and lamb
(continued, page 13 col. 2)



Photos provided by National Livestock and Meat Board.

The lamb rib chop (left) is from a carcass with yield grade 1—note the slight thickness of fat. The chop (right) is from a yield grade 5 carcass which has a much thicker deposit of fat.



USDA FOODS FOR GOOD QUALITY.....

C&MS specifies and checks the quality of all foods distributed to needy families.

By George R. Grange, Deputy Administrator
Marketing Services, C&MS, USDA

BUYING HUNDREDS of millions of pounds of food for needy families each year is something like grocery shopping for a large family. The mother of a large household tries to get the best food values she can for her money, and so does the U.S. Department of Agriculture in its purchases for needy families.

Some of the foods distributed to needy families—cereal and dairy products, for example—are obtained in price-support operations. Canned meat, vegetables, and other products are purchased with funds available under the surplus removal provisions of Section 32, Public Law 74-332.

USDA's Consumer and Marketing Service makes sure all these foods are the best value for the money by specifying and checking their quality, as well as selecting them for nutritional value.

The quality of the foods USDA distributes to needy families is usually the same as that available to consumers in the supermarket, and sometimes it is of better quality. Marketing specialists familiar with each commodity draw up specifications for each product, and the food is inspected to see that it meets the specifications before it is accepted by USDA. The inspection or testing required, which is paid for by the firm producing the food, is made by C&MS graders or laboratory technicians, or personnel licensed by C&MS to make inspections.

The specifications are based on grades of quality established by C&MS—the same grades that are used commercially. Or, if no official grades have been established for a particular product, C&MS uses mili-

tary specifications or develops specifications based on what is available commercially to consumers.

Butter donated to needy families is USDA Grade A or AA—the grades most commonly found in the supermarket. Purchases are made only from plants which have been inspected and approved by C&MS, and the butter is graded by C&MS inspectors before it is accepted.

The quality of instant mashed potatoes is based on military specifications, with Vitamins A and C added to improve the nutritive value. C&MS inspectors test the flakes or granules for the allowable amounts of moisture sulfur dioxide (a color preservative), and reducing sugars and determine if the proper amounts of vitamins have been added. The flakes or granules must also be of acceptable color and practically free of peel and dark spots. Finally, the cooked mashed potatoes must pass inspection for color, texture, flavor, and odor.

Specifications for flour were developed by C&MS after testing 200 samples of commercial flours. The specifications are kept up to date by routine checks of the quality of flour available to consumers. To certify the quality of the flour it buys, C&MS runs standard laboratory tests to determine the protein content, the baking and keeping qualities of the flour, how well it thickens, and if it has been properly milled.

The preparation of canned chopped meat, a luncheon meat, made basically of beef or pork, is supervised all through the manufacturing process by C&MS meat graders. The specifications for this product, which can be used in sand-

wiches, hot dishes, or salads, are aimed at getting the most protein for the money. Meat graders check the fresh meat before processing starts, to be sure it is the quality specified, watch the entire canning process, and check the flavor, color, texture, and odor of the finished product.

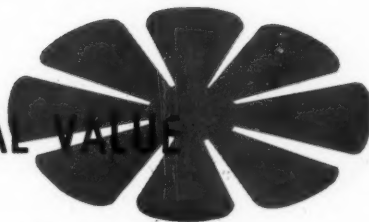
Peanut butter, another good protein product, is also processed under continuous inspection by USDA food inspectors. C&MS requires that the peanut butter consist of at least 90 percent peanuts—the rest is salt, sugar, and stabilizers. The Food and Drug Administration recently proposed a commercial standard of identity for peanut butter that would adopt this requirement.

Split peas are purchased on the basis of official U.S. grades and are inspected at the milling plant. One of the grade requirements is that the peas be of fairly uniform size, so they will cook in the same time—and the family using them won't have underdone peas in their soup.

In ways such as these, C&MS makes sure that the quality of the foods it buys for donation to needy families will measure up to at least the level that is available to most consumers.

These foods are so good, in fact, that USDA recently decided that the packages they come in should be dressed up so that they look as good on the outside as they are on the inside. Bright new label designs were, accordingly, ordered—and several of these labels also include official grade or inspection marks which certify that the food has been checked for quality and wholesomeness by USDA. □

...FAMILIES MEAN:HIGH NUTRITIONAL VALUE



By Neill Freeman, Director
Commodity Distribution Division, C&MS, USDA

FOODS DONATED BY the U.S. Department of Agriculture mean tangible help to a low-income family in meeting their day's food needs. There are some 22 different foods of high nutritional value, available to help improve diets of the 3.5 million people participating in USDA's Commodity Distribution Program. These include: dry beans, bulgur, butter, cheese, corn grits, cornmeal, flour, canned chopped meat, nonfat dry milk, peanut butter, dry split peas, instant mashed potatoes, raisins, shortening/lard, and rolled oats/wheat.

Added during the summer and now arriving in local distribution centers are canned vegetables, instant milk drink (chocolate), fruit juice, canned chicken, scrambled egg mix, and evaporated milk.

USDA's Consumer and Marketing Service offers State and local agencies enough of these foods to provide about 36 pounds per person per month. In terms of nutritional needs, these foods can supply from 70 to 100 percent of recommended daily allowances for eight basic nutrients set by the National Research Council. This food package can provide nearly three-fourths of the day's calorie needs.

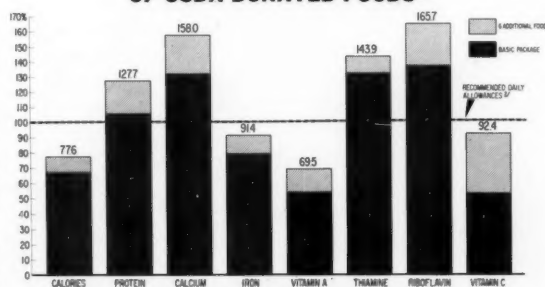
Even before the addition of the six new food items—the basic package of 16 donated foods was making

a significant nutritional contribution to the diets of low-income families. Canned meat, cheese, beans and peanut butter are valuable protein foods. Nonfat dry milk is important for protein as well as calcium and other vitamins and minerals. Flour, cornmeal, rice and other cereal products are enriched with iron and B vitamins. Instant mashed potatoes are enriched with vitamins A and C.

The six new foods have been carefully selected to provide the best possible mix of nutrients. Many are nutritionally enriched. Fruit juices—grape juice or apricot nectar are enriched with vitamin C, evaporated milk with vitamin D, and instant milk drink fortified with a variety of nutrients. Canned chicken and scrambled egg mix provide added protein and the vegetables offer important vitamins and minerals.

Labels on packages of all 22 donated foods have been specially designed in a range of colors to show attractively the good quality, nutritious food that is inside. The labels feature easy-to-follow instructions and recipes that are appealing and economical. The new labels are already appearing on many donated food packages and will soon appear on all 22 foods. □

NUTRITIONAL CONTRIBUTION OF USDA DONATED FOODS¹



Foods donated through the U.S. Department of Agriculture's Commodity Distribution Program are high in nutritional quality, as this chart indicates. Area in black indicates the nutritional contributions of foods already being provided by USDA while the shaded areas indicate the gains from the six new foods added to the program.

¹BASED ON USDA RECOMMENDED DISTRIBUTION RATES FOR ONE PERSON PER MONTH IN A FOUR-MEMBER FAMILY
²NATIONAL RESEARCH COUNCIL RECOMMENDED ALLOWANCES BASED ON ONE PERSON IN A FOUR-MEMBER FAMILY CONSISTING OF TWO PARENTS AND TWO CHILDREN, BOY 11, GIRL 8

INSPECTION FOR YOUR PROTECTION

For about a half-dollar a year, each American consumer has the U.S. Department of Agriculture's assurance that the meat and poultry he buys is clean and wholesome. Inspectors with USDA's Consumer and Marketing Service recently took these routine actions, which exemplify their continuing activity to protect your health:

—They condemned 1,100 pounds of a 38,405-pound load of hog carcasses received at a sausage plant, that were found to be off-condition.

—They condemned, because of contamination, 83 pounds of pork shoulder trimmings of a 4,380-pound lot whose containers had become ripped in handling and shipment.

—They rejected a rail shipment of beef carcasses at a meat plant, recently brought under inspection as a result of the Wholesome Meat Act of 1967, when the beef was found to be unsound because of a breakdown in the rail refrigerator unit.

—They refused entry into the United States of 238 cases of imported luncheon meat, found to contain excessive water.

—They condemned 650 pounds of diced beef containing metal particles that were deposited in the meat as a result of improperly installed dicing equipment.

—They condemned 36,720 pounds of canned spaghetti and meat balls when the cans were found to be unsound. □

Plan Ahead—Key to Emergency Management

The government's Standby Defense Order No. 2 is designed to guide the food industry in case of nuclear attack.

By E. R. Bergeron

PLANNING FOR AN emergency situation that has never happened can be a tough task.

And that's just what officials of the Consumer and Marketing Service of the U.S. Department of Agriculture were assigned to do to aid the food industry in carrying out an emergency food management program in case of a nuclear attack.

The Defense Programs Branch of C&MS Transportation and Warehouse Division has developed and published in the Federal Register a Standby Defense Food Order No. 2. The food order, part of the Federal government's emergency preparedness program, is designed to guide the food industry in case of nuclear attack and will be largely administered by state and county USDA Defense Boards.

Food industry representatives, producer groups and State governments are being informed of its contents.

No one knows the exact situation the Nation would face following a nuclear attack. Therefore, C&MS made some assumptions based on what we do know about nuclear weapons to help in pre-emergency food management planning and the development of an emergency organization that could operate flexibly under varying conditions.

Designers of the program have assumed that widespread disruption of transportation and communications will probably occur. The disruption is unlikely to coincide with existing State, county or even city and town geographic or jurisdictional boundaries, resulting in some fragmented operations at all levels.

Even in areas with little or no physical destruction, radioactive fallout conditions or lack of fuel or power might make food facilities unusable. Stored food, although protected from fallout and safe for consumption, may be inaccessible

to consumers for a period of time.

In essence, the big problem facing the food industry in an emergency situation will be getting its products to where they are needed—when they are needed.

The administrators of the food management program in a post-attack situation when communications with national headquarters are cut off will be the State executive directors of USDA's Agricultural Stabilization and Conservation Service who will serve as chairmen of the USDA State Defense Boards.

USDA County Board chairmen are usually the county ASCS office managers. Members of the boards at both levels include local, Federal or Federal-State employees of eight major agencies of USDA assigned defense responsibilities.

Working with the food industry during the pre-emergency planning period, C&MS will be able to identify where food is located, where it is distributed, and where food producers receive their supply of raw material.

C&MS officials will also utilize industry pre-emergency cooperation in identifying the effect of loss of power, chemicals, repair parts, equipment, water, fuel and many other goods and services used by food producers and distributors.

C&MS emergency preparedness responsibilities start at the farm gate and extend through the wholesaler level in the distribution chain. Through Federal-State agreements, part of these responsibilities are shared with some State governments. The State governments are principally concerned with distribution of food at the retail level and with development of consumer rationing programs or other devices that may be necessary to assure equitable sharing of consumers' food supplies.

Rather than a government takeover of the food industry in the

first few days of rehabilitation after a nuclear attack, the plan is to permit the flow of food supplies to be continued through regular distribution channels under the procedures of DFO No. 2.

The rate of distribution will be established on a resupply base for each customer set up by individual processors and wholesalers who have previous records of distribution to their regular customers. This resupply rate will be based upon the

The author is Chief, Defense Programs Branch, Transportation and Warehouse Division, C&MS, USDA.

customer's preceding eight week's supply invoices for continually marketed products and on a quarter of a year's supply record for seasonally marketed products or seasonal customers.

Although USDA plans to try to avoid arbitrary government food purchases during a national emergency, it is likely that some buying will be necessary for allies or other government agencies. Supplies for emergency mass feeding centers and military needs will be met through regular trade contracts with the food industry and with USDA's aid, if necessary, under DFO No. 2.

At the same time, food requisitioning will be limited to situations in which the owners of a badly needed food supply are dead, missing or beyond reach by available communication. In this way, warehousemen or other food handlers will be relieved of responsibility to the owner and payment of all proper charges will be guaranteed under planned requisitioning procedures.

C&MS State governments and the food industry are continuing to work together to provide the best emergency food management plan possible to meet the problems a nuclear attack would create. □

USDA Helps Improve Life for New Mexico's Needy

By Robert E. Nipp

MEET THE WERITO family—a widowed mother, a grandmother, and three children, ages 8, 4, and 1. They live on the Canoncito Indian Reservation near Laguna, New Mexico.

They are among the 20,100 needy persons in family units in Bernalillo County who receive food donations from the U.S. Department of Agriculture each month through their local and State governments.

Life is improving for the Werito family, their friends, and neighbors. Most of the changes reflect USDA's continuing efforts to aid needy rural Americans.

The Werito family now has more and better food than ever before. They are making better use of this food. They have a new house and an electric stove.

USDA is augmenting its food donations for needy persons. To the nutritious and wholesome canned meat, nonfat dry milk, shortening, dry beans, raisins, rice, peanut butter, cheese, instant mashed potatoes, and six or more grain products, USDA has added canned vegetables, fruit juices, canned whole fowl, scrambled-egg mix, a quick-mix chocolate-flavored milk drink and evaporated milk. Families with unweaned infants or expectant mothers may also get quick-cooking cereal and corn syrup.

Some of the above foods have been enriched to fortify them with additional vitamins and minerals. Several of them have more nutrients than many similar foods offered in stores and supermarkets. The foods, if used daily in recommended amounts, supply nearly 75 percent of a person's energy needs and from 70 to 100 percent of enough of the eight basic nutrients recommended by the National Research Council for good health.

The Werito family has made bet-

ter use of their USDA food since they met Dorothy Bass. She is one of 61 women who work directly with low-income families in rural areas under a pilot program begun in 1965 by USDA's Farmers Home Administration. These women, trained in home economics and social services, help ease problems of disadvantaged rural families that cannot be solved with money alone.

Miss Bass works to improve the Werito family's nutrition and budgeting along with other basic necessities of their home life. They have her help because they are taking part in the FHA loan program.

And when Miss Bass visits some 30 other families on the reservation, Mrs. Werito acts as Miss Bass's interpreter. Many of the families contacted speak an Indian tongue.

The Werito's new house was built for them by the Navajo Tribe. And the new stove was part of the house. Wiring, however, came through a loan from USDA's Farmers Home Administration. Before they had an electric stove, the family spent nearly \$10 a week for stove wood.

Electricity comes to the Werito family through a working unit of USDA's Rural Electrification Administration—the Continental Divide Electric Cooperative, Inc., of Grants, New Mexico.

Some 11 of New Mexico's 32 counties bring USDA food to 40,000 or so of their needy persons in family units every month; 20 other counties take part in USDA's Food Stamp Program. Both food programs are administered by USDA's Consumer and Marketing Service. □

The author is Deputy Director, Information Division, FHA, USDA.

FHA worker helps Weritos with necessities, including how to make good use of USDA foods.



STATE MARKETING ACTIVITIES

The first Federal-State Market News office in Hereford, Texas, opened in July this year to provide market information on cabbage, carrots, lettuce, onions, potatoes and other crops grown in the High Plains area of Texas. Prices, supplies, and market conditions for the vegetables shipped from Hereford are reported daily, as well as market information from competing growing areas and from terminal markets, to help growers, shippers, and buyers make their marketing decisions.

The Hereford report is distributed locally in mimeograph form and by telephone tape recorder. It is also disseminated nationally through the 20,000-mile leased-wire system that connects all market news offices. The Federal-State Market News Service is administered by the U.S. Department of Agriculture's Consumer and Marketing Service in cooperation with State agencies.

The Hereford office will operate seasonally from July through October each year, under a cooperative agreement between the C&MS Fruit and Vegetable Division and the Texas Department of Agriculture. □

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW FEATURE ADDED TO DAILY MARKET REPORTS

"At A Glance" summary paragraphs are now included in the dairy and poultry market news reports issued daily by the U.S. Department of Agriculture's Consumer and Marketing Service, in cooperation with State departments of agriculture.

The quick, easy-to-read summaries provide information on national movement, supply and demand trends for eggs, broilers, and turkeys. This new feature has proved beneficial to busy executives, farm radio and television directors, and newspaper editors. The dairy and poultry market news reports are available free from any Dairy and Poultry Market News office. Addresses of these offices can be obtained from: Market News Branch, Poultry Division, C&MS, U.S. Department of Agriculture, Washington, D.C. 20250. □

USDA AND D.C. SIGN PACT FOR INSPECTION OF MEAT RETAILERS

More than 3,000 restaurants and retail stores that handle meat in the District of Columbia are being federally inspected through a cooperative arrangement between the D.C. government and the U.S. Department of Agriculture.

Secretary of Agriculture Orville L. Freeman and D.C. Mayor Walter E. Washington signed an agreement in June 1968 to provide for the inspection program, as authorized by the Wholesome Meat Act of 1967.

Inspections are to be made by 17 or more inspectors and a supporting staff, employed by the District government. USDA's Consumer and Marketing Service is providing funds, technical supervision, and training assistance.

Inspectors survey the retail es-

tablishments to determine whether they meet sanitation requirements and to make sure that the meat products sold are wholesome, unadulterated, and properly represented.

Standards include maintaining meat handling equipment and display areas in a sanitary manner, keeping premises clean and free of sources of contamination, effectively disposing of wastes and controlling insects and vermin, keeping meat products at proper temperature, using hygienic work practices, and keeping records showing sources of meat products and dates of delivery. □

COMMON MARKET RULES FOR U.S. EXPORTS OF FRESH F & V

U.S. shippers who export fresh fruits and vegetables to the European Common Market countries—Belgium, France, Federal Republic of Germany, Italy, Luxembourg, and the Netherlands—must now have containers of these commodities specially marked. A regulation of the European Economic Community Council, effective June 30, requires the following information to be placed on packages: the country of origin; the variety of certain fruits and vegetables; and the ECE (Economic Commission for Europe) quality class or grade.

The U.S. Department of Agriculture's Consumer and Marketing Service says the regulation covers the following commodities: apples, apricots, artichokes, beans, carrots, cauliflower, cherries, chicory, citrus, endive, table grapes, lettuce, onions, peas, pears, plums, spinach, strawberries, and tomatoes.

Those commodities which must be identified by variety in all instances are apples, apricots, cherries, table grapes, oranges, pears, and plums. For information on other

commodities covered by the Council Regulation, write the Fruit and Vegetable Division, C&MS, USDA, Washington, D.C. 20250.

According to the Council Regulation, the ECE grade may be marked on the package in the country of origin; by the importer on arrival; or by the first buyer under control of the competent authority of the importing country. C&MS suggests that exporters consult with their importers regarding the most appropriate point for marking the ECE quality grade on containers.

Exporters of apples, pears, and Emperor grapes must also comply with the appropriate U.S. export acts. The Export Apple and Pear Act requires the U.S. or State grade mark on packages, and the Export Grape and Plum Act requires that the grade be marked on containers of Emperor grapes. □

C&MS SUSPENDS BROKERS' PACA LICENSES

The U.S. Department of Agriculture's Consumer and Marketing Service—which administers the Perishable Agricultural Commodities Act—reports that the PACA trading licenses of eight produce brokers have been suspended in recent months. The reason: they failed to issue properly executed confirmations or memorandums of sale to parties involved in produce transactions.

Officials of the Regulatory Branch of C&MS's Fruit and Vegetable Division point out that a broker's first obligation is to negotiate a valid and binding contract between a buyer and a seller by discussing with the parties all of the terms of the agreement. The broker's second obligation, officials stress, is to confirm the terms of the contract in writing.

A proper confirmation should include: names and addresses of

buyer and seller; date of sale; date of shipment; grade or quality of the produce; quantity and unit price and any other special terms agreed upon by the parties. The memorandum of sale should be promptly delivered to the parties.

PACA officials find that failure to put the terms of sale into writing often leads to disputes. In case of a misunderstanding, the parties should object promptly to the broker's version of the agreement. If the broker makes false or misleading statements or is found to be negligent, he can be held responsible for any losses incurred by the buyer or seller. PACA regulations requiring written confirmation of transactions were developed specifically to avoid such misunderstandings.

PACA establishes a code of good business conduct for the produce industry. Interstate traders in fresh and frozen fruits and vegetables must get a license. The law authorizes USDA to suspend or revoke these licenses for violations, such as failure to issue proper memorandums or confirmations of sale. □

USDA MERGES MEAT, POULTRY INSPECTION PROGRAMS

To provide improved levels of consumer protection and cut costs of doing it, the U.S. Department of Agriculture has merged its Federal meat and poultry inspection programs into one food inspection component.

Initial savings are estimated at \$1 million annually.

The two programs had been operating as separate units within USDA's Consumer and Marketing Service. Consolidation—starting in July 1968—was necessitated by rising costs resulting from the growth of the meat and poultry industries, and from strengthened consumer protection requirements under new legislation passed by Congress.

Plans call for completing the merger by the end of 1968.

Units in the new food inspection organization headquartered in Washington, D.C., are: Slaughter Inspection Division, Processed Food Inspection Division, Technical Serv-

ices Division, Compliance and Evaluation Staff, and Program Services Staff. Each is responsible for both meat and poultry inspection activities. The latter staff provides administrative, training, and program planning services to the combined technical force.

The organization's field operation is composed of eight regional units—each responsible for both meat and poultry inspection.

In charge of overall management of the combined food inspection service is Dr. Robert K. Somers, Deputy Administrator for Consumer Protection in C&MS. □

PLENTIFUL FOODS FOR SEPTEMBER

The September Plentiful Foods List from the U.S. Department of Agriculture's Consumer and Marketing Service contains three items—broiler-fryers, milk and dairy products, and peanuts and peanut products.

Broiler marketings in September are expected to run about 2% above the high level of that month last year. Housewives usually find tender young chickens an economic favorite.

In the light of declining consumption, milk and all kinds of dairy products should be in ample supply. And last year's peanut crop set a record, with the new crop expected to be even larger, if yields increase as anticipated. □

Lamb Yield Grades

(continued from page 7)

carcasses based on differences in value. Appropriate use of these grades in trading would permit market reports to reflect true market values back to producers. This could furnish producers with the guidance and incentive needed to produce high quality, high cutability lambs.

Copies of the proposed revisions of U.S. Standards for Grades of Lamb, Yearling Mutton, and Mutton and for Slaughter Lambs, Yearlings, and Sheep Carcasses may be obtained from the Livestock Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. □

FOOD TIPS

—from USDA's Consumer and Marketing Service

Fresh *pears* and cottage cheese make a light, refreshing salad. You'll probably use Bartlett pears for this serving idea—that's the most popular variety. They are generally available in volume from early August through November, and you might find them pre-packaged with a U.S. No. 1 on the label. U.S. No. 1 is an indication of good quality fruit. Select Bartletts with color ranging from pale to rich yellow. Pears which are hard in the foodstore will ripen if kept at room temperature, but it's wise to select pears that have already begun to soften slightly. Examine the fruit carefully—don't buy pears that are shriveled, dull-appearing, or with soft spots on the sides and blossom end. Russetting of the surface, though less attractive, does not affect the eating quality. □

If your tastebuds are hard to please, then *plums* are the fruit for you. There are a number of varieties of plums—and they differ widely in flavor and appearance. The U.S. Department of Agriculture's Consumer and Marketing Service says it's best to buy and taste a variety to see if it appeals to you. But no matter which variety you buy, look for plums with an attractive color in a fairly firm to slightly soft stage of ripeness. Avoid fruits with skin breaks, brownish discoloration, and those that are excessively soft. Firm to hard, well-colored fruit usually attains the "good eating" stage in two or three days at room temperature. □

C&MS Personnel Spotlight on STANDARDIZATION SPECIALIST

MR. WEBSTER describes a standard as "any definite rule, principle, or measure established by authority." For the U.S. Department of Agriculture's Consumer and Marketing Service, the final authority on livestock and meat grade standards is its Livestock Division. This Division maintains a constant vigil over ways and means of better identifying and measuring merit in meat and meat animals and translating these into grade standards.

One of the people who helps develop these standards is C.E. (Charlie) Murphey, Assistant Chief of the Standardization Branch. An animal husbandry graduate of Kansas State University and the University of Missouri where he obtained a master's degree, Murphey also spent 7 years on the staff of the Animal Husbandry Department of Texas A&M University before coming to the Department in 1943. He now helps direct the Branch which develops, revises, and demonstrates standards for grades of livestock, meat, and wool.

Grade standards are a vital part of the livestock and meat industry. They provide market identification through all stages of marketing. The stress in the Livestock Division's standardization program has been on having any new or revised standards reflect the best information available and also on developing, for each species, a system of closely coordinated grades for live animals and their carcasses. For cattle this means, for instance, that a Choice feeder steer is one which can be expected to produce a Choice slaughter animal which, in turn, will produce a Choice carcass.

The standards are used as the basis for the division's official meat grading and market news services. Since the Standardization Branch has responsibility for the official interpretation—as well as the development of the standards, one of Charlie's most important assignments has been to explain and demonstrate the intended application

of the meat grade standards to the top meat grading supervisors.

Reviewing the standards and keeping up with research and changes in production practices and consumers' preferences for meat is a continuous process. And developing and revising grade standards requires a great deal of patience, as Charlie can testify from his experience in getting yield grades for beef established.



"Charlie" Murphey explains and demonstrates the USDA grades for feeder steers.

Basically, yield grades reflect differences in the ratio of lean meat to fat and bone. But the monetary significance to these variations within beef of the same quality grade—Prime, Choice, etc.—was not generally recognized before the Livestock Division delved into this subject in the early 1950's.

Other studies and tests led to development of the yield grade system which Charlie and others spent a great deal of time explaining and demonstrating to groups in various parts of the country. The yield grade standards were finally

adopted in June 1965.

For his contribution in the development of these grades, Murphey was given the Superior Service Award by USDA in 1966.

The Standardization Branch maintains close contacts with USDA and State experiment station researchers, recommends needed research, cooperates in research projects, and actively participates in animal and meat science research organizations. Charlie has been the chairman of a committee for the American Meat Science Association each of the last two years.

The Standardization Branch has a continuing program to demonstrate and explain grade standards to the livestock and meat industry. This includes explaining to meat buyers—from large-scale users of meat to housewives—how they can benefit from the use of USDA grades.

Murphey also helps supervise the formulation of meat purchase specifications used by the Department in buying vast amounts of meat for distribution to schools and the needy. The Institutional Meat Purchase Specifications for the various kinds and cuts of meat developed by the Branch for other large-scale users of meat are also becoming widely adopted as the basis for trading throughout the industry.

Besides livestock and meat, the Standardization Branch also develops grade standards for wool and mohair at its Denver Wool Laboratory. In addition to developing standards, the Denver group carries on a demonstration program for wool growers and handlers to show the benefits of scientific sampling and testing of factors associated with differences in value.

Being Assistant Chief of the Standardization Branch, then, presents Charlie Murphey with a wide range of activities. From developing grades for beef to demonstrating how to judge the quality of mohair, he helps supervise activities that demand preciseness. □

U.S. Poultry Makes A Hit in Japan

Inspection standards for wholesomeness are the same for American poultry either exported to Japan or used domestically.

A JAPANESE FAMILY stocks up on frozen frying chickens at the selfservice store in the giant U.S. Food and Agricultural Exhibition, Tokyo, Japan. The Japanese, one of America's best customers for poultry and poultry products, imported \$6.5 million worth during the past two years. That's over 22 million pounds of frying chicken, turkey, and fowl in whole and processed.

All poultry products exported from the United States must be inspected and passed by the U.S. Department of Agriculture. Many whole birds and parts are also graded by specialists from USDA's Consumer and Marketing Service.

The Japanese are noted for their ability to make even the most simple meal look attractive and appealing. U.S. Grade "A" poultry fits right into Japanese culture because of its appealing appearance.

The Japanese are very conscious of good sanitation practices. The land of the rising sun is one of the few countries in the Orient where visitors can safely eat most items on

the menu provided, of course, they use the same common sense diners would use in the United States. American poultry entering Japan has the same USDA inspection standards for wholesomeness as does domestic poultry passed by Federal inspectors.

Not only was U.S. poultry at the exhibit, but a wide variety of other U.S. foods were featured at 17 commodity booths, 12 State exhibits, 61 commercial stands and a self-service market featuring over 2,000 American food products. The exhibit was known in Japan as the American Festival of Food, Fun, and Fashion and completely filled a 100,000 square foot exhibit hall—about the size of two football fields.

Eight department and food stores held special American food promotions during the exhibition. Cash sales of U.S. foods at the exhibition and stores during the 17-day exhibition period totaled more than \$2 million, with still more sales to come from leads picked up during the promotion. □



A Japanese family stocks up on U.S. frozen frying chickens at Tokyo trade fair.

How to Buy POULTRY



This new publication from C&MS contains information on selecting, cooking and storing poultry.

WANT TO KNOW more about buying poultry? A new publication from the U.S. Department of Agriculture's Consumer and Marketing Service tells you all about it.

"How To Buy Poultry" contains information on selecting poultry by grade and class, cooking, storage, and the USDA inspection "mark of wholesomeness."

Here is some sample advice from the USDA leaflet:

*Look for the USDA grade shield on the poultry label or wing tag when you buy. The grade tells you the quality of the bird.

*The highest quality poultry is Grade A. Grade A birds are fully-fleshed, meaty, well-finished, and attractive in appearance.

*The grade of poultry does not indicate how tender a bird is. The age or class of the bird is the determining factor of tenderness.

*Be sure to refrigerate fresh chilled poultry as soon as possible and use it within one to two days.

For your free copy of G157, "How To Buy Poultry," send a postcard request to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. □

OFFICIAL BUSINESS

A TOTALLY INSPECTED POULTRY SUPPLY — On the Way

The Wholesome Poultry Products Act of 1968 insures all Americans of a totally and adequately inspected poultry supply.

By Dr. L. V. Sanders, Acting Assistant Deputy Administrator
Consumer Protection, C&MS, USDA

WHEN THE Wholesome Meat Act was signed into law in December 1967, it represented a first step toward the ultimate goal of insuring the American consumer a totally and adequately inspected poultry and meat supply. With the signing of the Wholesome Poultry Products Act last month, the ground work for turning that goal into reality was completed.

This new law updates the 1957 Poultry Products Inspection Act, and provides for a more modern and efficient Federal poultry inspection program. It also opens the way for vastly improved State poultry inspection systems.

Under the Poultry Products Inspection Act, the U.S. Department of Agriculture's Consumer and Marketing Service has inspected all poultry and poultry products sold across State lines and in foreign commerce. Poultry and poultry products slaughtered and processed for sale within a particular State have been inspected in varying degrees under only local inspection programs. In 1967, non-federally inspected poultry accounted for about 13 percent—about 1.6 billion pounds—of the Nation's total poultry food supply.

Under the new Wholesome Poultry Products Act, all poultry and poultry products will ultimately be inspected under a national uniform

standard for wholesomeness—whether inspected by USDA or the States.

The Wholesome Poultry Products Act is closely patterned after the Wholesome Meat Act, and its basic provisions:

- Give the States two years, or three in some cases, to develop poultry inspection programs that are at least equal to the Federal inspection program. If a State fails to develop its own inspection system within the allotted time, Federal inspection will be required in all poultry plants within the State.

- Provide the States with financial and technical aid for developing their inspection programs and training competent inspectors. Once a State has entered into a Federal-State cooperative inspection agreement, the new law authorizes the Federal government to pay up to 50 percent of the cost of the State's inspection program.

- Authorize the Secretary of Agriculture to provide Federal inspection at any poultry plant immediately, even if it sells only to customers within a State, if the plant poses a hazard to human health and the State fails to take appropriate corrective action.

- Clarify authority under which Federal inspectors may condemn diseased poultry.

- Modify certain producer and processor "exemptions" from Fed-

eral inspection. Exemptions will vary, depending on the volume of product produced or processed.

- Give the Secretary of Agriculture new authority over allied industries which could divert unfit poultry into human food supply channels. This new authority permits USDA to review the records of transporters, brokers, cold storage warehouse operators, and animal food manufacturers.

- Authorize regulation of poultry storage and handling facilities to prevent adulteration or misbranding of poultry and poultry products.

- Give the Secretary of Agriculture authority to withdraw or refuse inspection services to a plant, and to detain and seize unfit poultry.

- Increase USDA investigative authority.

When he signed the Wholesome Meat Act, President Johnson called the law a "landmark" in consumer protection. Now, with the enactment of the Wholesome Poultry Products Act of 1968, a second consumer protection landmark has been reached. The goal of a totally and adequately inspected poultry and meat supply is now within sight. American consumers will be assured that the poultry and meat they serve their families will be clean, safe, wholesome, unadulterated, and truthfully labeled. □

FFICE

will
of

cul-
in-
nfit
ply
per-
of
age
nal

try
to
nd-
cts.
ul-
use
nd

ive

me
ed
er
ct-
ry
on-
en
nd
nt.
ed
ey
n,
ad
□

ng